

## ORDER



**Orders**  
**Order / Rev:** 171031 - 1  
**Alt Order #:** 08426416  
**Product Desc:** JAY INSLEE FOR GOV  
**Estimate:** 8243  
**Flight Dates:** 10/25/16 - 11/01/16  
**Original Date / Rev:** 10/26/16 / 10/26/16  
**Order Type:** GENERAL

**KXLY**

**Primary AE:** MATT WURM  
**Sales Office:** H-DC  
**Sales Region:** NATL

**Agency Name:** Shorr Johnson Magnus  
**Buying Contact:** Mike D'Ettorre  
**Billing Contact:**  
 100 N. 20th St. #201  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Inslee/Gov/D/Wash  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	48	\$7,315.00	\$6,217.75
10/31/16	11/01/16	27	\$3,850.00	\$3,272.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	48	\$7,315.00	\$6,217.75	0.00
November 2016	27	\$3,850.00	\$3,272.50	0.00
<b>Totals</b>	<b>75</b>	<b>\$11,165.00</b>	<b>\$9,490.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KXLY	12%	\$11,165.00
Market	100%	\$93,041.67

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	8%	\$7,443.33
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	52%	\$48,381.67
KREM	28%	\$26,051.67
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KXLY	10/25/16	10/28/16	7-9a GMA	CM	7-9a	-TWTF--	:30	8	\$160.00	P-2	0.00	NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-TWTF--			6		\$160.00		0.00				

Order / Rev: 171031 - 1  
 Alt Order #: 08426416  
 Flight Dates: 10/25/16 - 11/01/16

Advertiser: Inslee/Gov/D/Wash  
 Product Desc: JAY INSLEE FOR GOV  
 Estimate: 8243  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KXLY	10/25/16	10/28/16	7-9a GMA GMA	CM	7-9a	-TWTF--	:30	8	\$160.00	P-2	0.00	NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		6				\$160.00		0.00			
N 2	KXLY	10/31/16	10/31/16	7-9a GMA GMA	CM	7-9a	1-----	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$160.00		0.00			
N 3	KXLY	10/25/16	10/28/16	630-7a GMNW	CM	630-7a	-TWTF--	:30	4	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		3				\$175.00		0.00			
4	KXLY	10/31/16	10/31/16	630-7a GMNW	CM	630-7a	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$175.00		0.00			
N 5	KXLY	10/25/16	10/28/16	6-630a GMNW	CM	6-630a	-TWTF--	:30	4	\$160.00	P-2	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		3				\$160.00		0.00			
6	KXLY	10/31/16	10/31/16	6-630a GMNW	CM	6-630a	1-----	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$160.00		0.00			
N 7	KXLY	10/25/16	10/28/16	9-10a M-F Live With Kelly	CM	9-10a	-TWTF--	:30	4	\$90.00	P-2	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		3				\$90.00		0.00			
8	KXLY	10/31/16	10/31/16	9-10a M-F Live With Kelly	CM	9-10a	1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$90.00		0.00			
9	KXLY	10/30/16	10/30/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$85.00	P-2	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1				\$85.00		0.00			
N 10	KXLY	10/25/16	10/28/16	6-630p M-F M-F News @6	CM	6-630p	-TWTF--	:30	4	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		3				\$175.00		0.00			
11	KXLY	10/31/16	10/31/16	6-630p M-F M-F News @6	CM	6-630p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$175.00		0.00			
N 12	KXLY	10/25/16	10/28/16	5-530p M-F M-F News @5p	CM	5-530p	-TWTF--	:30	4	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		3				\$175.00		0.00			
13	KXLY	10/31/16	10/31/16	5-530p M-F M-F News @5p	CM	5-530p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$175.00		0.00			
N 14	KXLY	10/25/16	10/28/16	630-7p M-F M-F News @630p	CM	630-7p	-TWTF--	:30	4	\$155.00	P-2	0.00	NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		3				\$155.00		0.00			
15	KXLY	10/31/16	10/31/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 171031 - 1  
 Alt Order #: 08426416  
 Flight Dates: 10/25/16 - 11/01/16

Advertiser: Inslee/Gov/D/Wash  
 Product Desc: JAY INSLEE FOR GOV  
 Estimate: 8243  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KXLY	10/31/16	10/31/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	1-----			1		\$155.00		0.00				
N 16	KXLY	10/25/16	10/28/16	730-8p M-F Insider	CM	730-8p	-TWTF--	:30	4	\$70.00	P-2	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-TWTF--			3		\$70.00		0.00				
17	KXLY	10/31/16	10/31/16	730-8p M-F Insider	CM	730-8p	1-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	1-----			1		\$70.00		0.00				
N 18	KXLY	10/25/16	10/28/16	7-730p M-F ET Tonight	CM	7-730p	-TWTF--	:30	4	\$70.00	P-2	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-TWTF--			3		\$70.00		0.00				
19	KXLY	10/31/16	10/31/16	7-730p M-F ET Tonight	CM	7-730p	1-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	1-----			1		\$70.00		0.00				
20	KXLY	10/31/16	10/31/16	Mon 8p Prime Dancing w/Stars	CM	8-10p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	1-----			1		\$700.00		0.00				
21	KXLY	10/27/16	10/27/16	Thu 8-9p Prime Grey's Anatomy	CM	8-9p	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	---1---			1		\$500.00		0.00				
22	KXLY	10/26/16	10/26/16	Wed 9-10p Prime Wed 9p Comedy	CM	9-10p	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	--1----			1		\$900.00		0.00				
23	KXLY	10/28/16	10/28/16	Fri 9-10p Special Shark Tank	CM	9-10p	----1--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	----1--			1		\$750.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	KXLY	10/24/16-10/30/16	Fri 9-10p Prime	9-10p	-----F----	:30		\$750.00		0.00	NM		
24	KXLY	10/30/16	10/30/16	11p Sun Late News Late News Sun	CM	11-1135p	-----1	:30	1	\$45.00	P-2	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-----1			1		\$45.00		0.00				
N 25	KXLY	10/25/16	10/28/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	-TWTF--	:30	8	\$40.00	P-2	0.00	NM	7	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-TWTF--			7		\$40.00		0.00				
N 26	KXLY	10/31/16	10/31/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	1-----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	1-----			1		\$40.00		0.00				
27	KXLY	10/30/16	10/30/16	Su GMA Su GMA	CM	7-8a	-----1	:30	1	\$65.00	P-2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-----1			1		\$65.00		0.00				
28	KXLY	10/30/16	10/30/16	This Week This Week	CM	758-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-----1			1		\$75.00		0.00				
		10/29/16			CM				1		P-2	0.00	NM	1	\$70.00

Order / Rev: 171031 - 1  
Alt Order #: 08426416  
Flight Dates: 10/25/16 - 11/01/16

Advertiser: Inslee/Gov/D/Wash  
Product Desc: JAY INSLEE FOR GOV  
Estimate: 8243  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	KXLY	10/29/16		Sa GMA		7-8a	-----1-	:30		\$70.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-					1	\$70.00		0.00			
N30	KXLY	10/25/16	10/28/16	11p M-F Late News	CM	11-1135p	-TWTF--	:30	4	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					3	\$125.00		0.00			
31	KXLY	10/31/16	10/31/16	11p M-F Late News	CM	11-1135p	1-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$125.00		0.00			
N32	KXLY	11/01/16	11/01/16	7-9a GMA	CM	7-9a	-T-----	:30	2	\$160.00	P-2	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					2	\$160.00		0.00			
N33	KXLY	11/01/16	11/01/16	630-7a	CM	630-7a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$175.00		0.00			
N34	KXLY	11/01/16	11/01/16	6-630a	CM	6-630a	-T-----	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$160.00		0.00			
N35	KXLY	11/01/16	11/01/16	9-10a M-F	CM	9-10a	-T-----	:30	2	\$90.00	P-2	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					2	\$90.00		0.00			
N36	KXLY	11/01/16	11/01/16	6-630p M-F	CM	6-630p	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$175.00		0.00			
N37	KXLY	11/01/16	11/01/16	5-530p M-F	CM	5-530p	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$175.00		0.00			
N38	KXLY	11/01/16	11/01/16	630-7p M-F	CM	630-7p	-T-----	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$155.00		0.00			
N39	KXLY	11/01/16	11/01/16	730-8p M-F	CM	730-8p	-T-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$70.00		0.00			
N40	KXLY	11/01/16	11/01/16	7-730p M-F	CM	7-730p	-T-----	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					2	\$70.00		0.00			
N41	KXLY	11/01/16	11/01/16	Jimmy Kimmel	CM	1135p-1237x	-T-----	:30	2	\$40.00	P-2	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					2	\$40.00		0.00			
N42	KXLY	11/01/16	11/01/16	11p M-F Late News	CM	11-1135p	-T-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$125.00		0.00			
													Totals	75	\$11,165.00